MARKETING HUB Quick Reference Guide

Searching for Assets

HOW TO ...

- Search using omnisearch
- Search using facets in the Filter panel
- Save your searches as smart collections
- Browse the Content Tree

The Marketing Hub is a powerful tool that enables you to quickly search for relevant assets using omnisearch, and faceted search that uses filters to help you further narrow down your search. You can also save your searches as smart collections for the future. For easy browsing of assets, navigation of the content tree is supported as well.

Search assets using omnisearch

1. From the toolbar, click the **Search** icon, or press the "/" key to launch omnisearch.

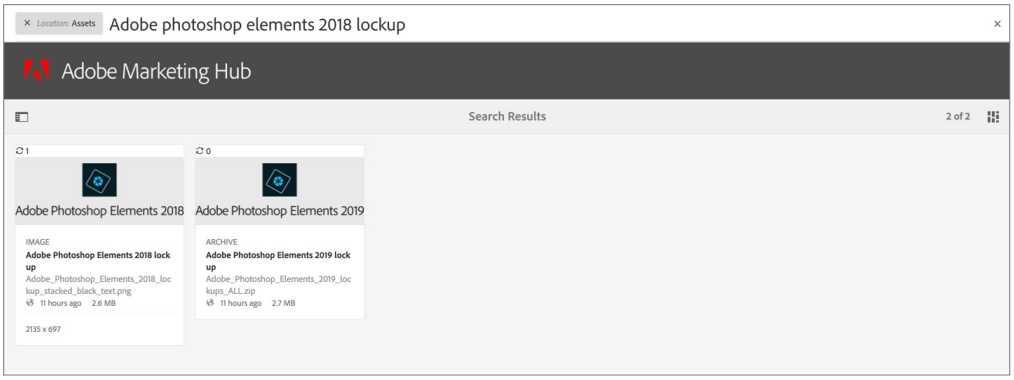
2. In the search box, type a keyword for the asset(s) you want to search.

NOTE
At least 3 characters are required in omnisearch for search suggestions to appear.

TIP
You can use the wildcard character (*) to search partial phrases. For example:

- **create*** returns all the assets having words starting with the characters "create" in their title phrase.
- ***create** returns all the assets having words ending with the characters "create" in their title phrase.
- ***create*** returns all the assets having words comprising the characters "create" in their title phrase.

3. Select from the related suggestions that appear in the drop down list to quickly access relevant assets.

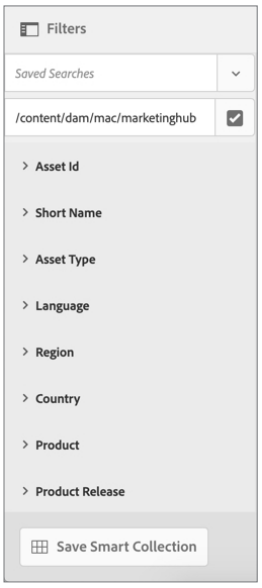


Search assets using facets in Filters panel

Search facets in the Filters panel add granularity to your search experience and make the search functionality efficient. Search facets use multiple dimensions (predicates) that enable you to perform intricate searches. You can easily drill down to the desired level of detail for a more focused search.

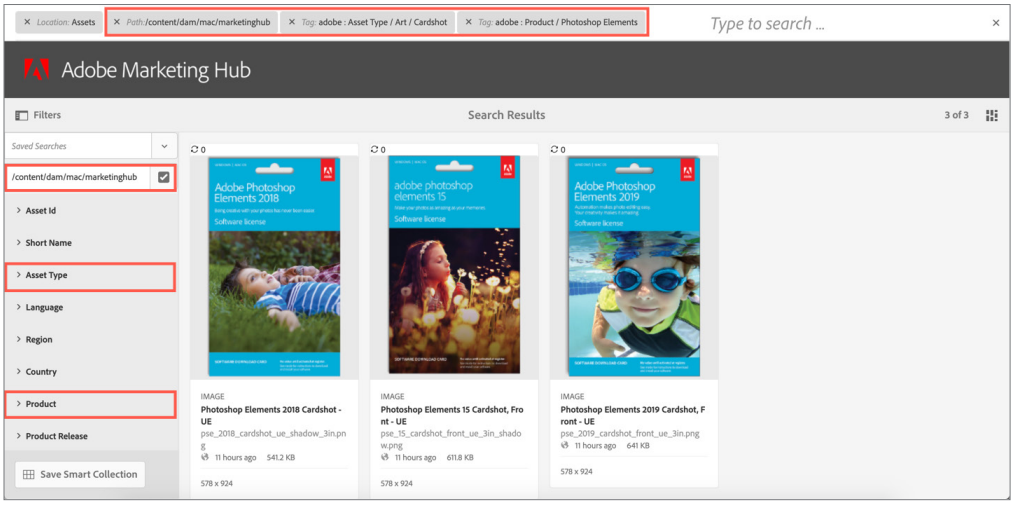
1. Click the overlay icon and select **Filter.**

2. From the **Filters** panel on the left, select the appropriate options to apply the relevant filters.



NOTE
Path Browser in Filters panel shows only the content structure of the folders (and their ancestor folders) shared with your user group.

3. The search results are displayed according to the filters applied, along with the search results count.



NOTE
Search booleans AND and OR are activated when filtering.

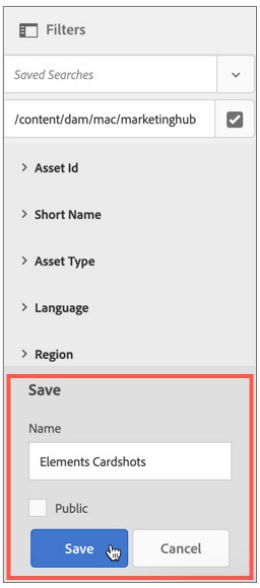
- **AND** is activated when multiple tag predicates are specified (e.g., Asset Type = Art/Cardshot and Product = Photoshop Elements)
- **OR** is activated when a single tag predicate has multiple values specified (e.g., Product = Premiere Elements, Photoshop Elements)

TIP
You can easily navigate to an item from the search result, and return to the same search result using the **back button** in your browser without having to re-run the search query.

Save your searches as smart collection

You can save the search settings as a smart collection to be able to quickly repeat the same search without having to redo the settings later.

1. Click **Save Smart Collection**. Provide a name for the smart collection and click **Save.**



NOTE
Non-admin users are restricted from making smart collections public, to avoid having a huge number of public smart collections.

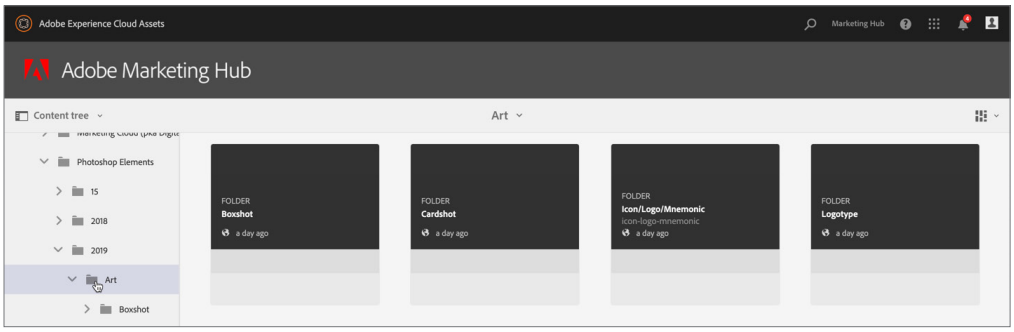
2. To locate your smart collection at a later time, use the overlay icon to navigate to **Filters**, and click the **Saved Searches** drop down arrow.

NOTE
To close Filters, click the overlay icon and select **Content Only**.

Browsing the Content Tree

1. Click the overlay icon and select **Content tree.**

2. Click the folder icons to expand the tree structure and browse for assets.



NOTE
To close the Content tree, click the overlay icon and select **Content Only**.

Adobe
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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